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CO/FBID
8 August 1958

SOVIET BROADCAST EXPLOITATION OF U.S. PRESS SOURCES

The data in the attached tabulation are based on scrutiny of Soviet broadcast output for the five-week period 1 July to 5 August 1958. TASS transmissions as well as Radio Moscow broadcasts were examined.

The following observations are based on this five-week sampling, which includes two weeks prior to the eruption of the Middle East crisis and three after the landing of the U.S. Marines in Lebanon:

1. News agencies were cited more often than newspapers by Soviet propagandists. UPI was used more frequently than AP, but individual AP correspondents were named while UPI correspondents were not.

2. The New York TIMES was the most frequently mentioned newspaper, followed by the CHRISTIAN SCIENCE MONITOR, the WALL STREET JOURNAL, and the New York HERALD TRIBUNE, in that order.

3. Walter Lippmann was quoted most often among syndicated columnists.

4. There were more citations of the U.S. press after the Marines landed in Lebanon than during the preceding two weeks--an increase explainable by the increased volume of Soviet radio comment on a major world development involving the United States. It is a standard, long-standing Soviet propaganda technique to attack the policies of a Western country by quoting statements critical of those policies by press or other spokesmen of that country itself. Hence Moscow's citation during the current Middle East crisis of Walter Lippmann's critiques of U.S. Administration policies and tactics. The number of citations of Lippmann rose from four during the week 1-7 July to 13 in the week 22-28 July, during the Middle East crisis and negotiations for summit talks. The number of citations of UPI, the most frequently cited U.S. source, shifted from 9 during the week ending 7 July, to none the following week (still before the Middle East crisis arose), then to 19 in the week ending 19 July (after the landing of the Marines in Lebanon) and 51 the week after that.

The totals in the first column of the attached table are broken down in the second and third columns into data on the number of references in Moscow voicecasts and on the number in monitored TASS transmissions. The totals in the first column and the figures in the second include rebroadcasts of voicecast references to U.S. press sources: that is, a reference to an AP story in a Moscow commentary broadcast six times to various audiences is counted as six references. The inclusion of these rebroadcasts has produced only one noteworthy distortion in the totals: if rebroadcasts are excluded, the Washington POST AND TIMES-HERALD was cited in more single, original commentaries than the Washington STAR; but rebroadcasts of commentaries citing the STAR bring the total for that paper above the total for the POST.

No data are available on the number of retransmissions of TASS items. It is the normal TASS practice, however, to use the same items in transmissions to all recipients abroad. Of the single, original items (rebroadcasts excluded) citing U.S. press sources, 60 percent were in voicecasts and 40 percent in TASS transmissions.

The names of U.S. newsmen in the table are as broadcast by Moscow. Last names only were cited by Moscow in some instances.

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	Total No. of References	No. of References in Voice casts	No. of References by TASS
NEWS SERVICES			
UNITED PRESS INTERNATIONAL	[illegible]	31	23
ASSOCIATED PRESS	[illegible]	6[illegible]	21
Unsigned items	75	[illegible]	18
Harrelson	5	4	1
Hightower	4	4	-
John Scali	1	-	1
William Ryan	1	-	1
MAGAZINES			
FORTUNE	[illegible]	[illegible]	-
NEWSWEEK	[illegible]	9	3
U.S. NEWS AND WORLD REPORT	4	4	-
TIME	2	1	1
UNITED BUSINESS SERVICE	[illegible]	2	-
BUSINESS WEEK	1	1	-
LOOK, Richard Wilson	1	1	-
MISSILES AND ROCKETS	1	1	-
N.A.M. NEWS	1	1	-
SYNDICATED COLUMNISTS			
Walter Lippmann, New York HERALD TRIBUNE*	29	15	14
Joseph Alsop, New York HERALD TRIBUNE*	[illegible]	[illegible]	2
Taylor, Beirut Correspondent of Scripps-Howard Chain	3	-	3
Drew Pearson, Washington POST AND TIMES HERALD*	1	-	1

* In citing these syndicated columnists, Moscow customarily identifies their home newspapers, as indicated. References to newspapers as vehicles for the articles of these columnists are not counted along with the references to the newspapers alone.

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	Total No. of References	No. of References in Voiceccasts	No. of References by TASS
NEWSPAPERS			
New York TIMES	89	71	18
Unsigned items	67	59	8
Kennedy	4	2	2
Reston	3	3	-
Sulzberger	3	3	-
Krock	2	-	2
Baldwin	2	1	1
Homer Bigart	1	1	-
Brewer	1	1	-
Kenworthy	1	1	-
Underwood	1	-	1
Belair	1	-	1
Schmidt	1	-	1
John Finney	1	-	1
Hamilton	1	-	1
CHRISTIAN SCIENCE MONITOR	58	48	10
Unsigned items	57	47	10
Stanford	1	1	-
WALL STREET JOURNAL	57	48	9
Unsigned items	56	47	9
Gibson	1	1	-
New York HERALD TRIBUNE	54	45	9
Unsigned items	47	42	5
Robert Donovan	3	3	-
Cook	1	-	1
Anthony Nutting	1	-	1
Lawrence	1	-	1
Harris	1	-	1
Washington STAR	20	20	-
New York DAILY NEWS	17	11	6
New York POST	15	6	9
Unsigned items	13	5	8
Laurence Barth	1	-	1
Robert Allen	1	1	-
Washington POST AND TIMES HERALD	12	8	4
New York WORLD TELEGRAM AND SUN	10	5	5

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	Total No. of References	No. of References in Voicecasts	No. of References by [redacted]
NEWSPAPERS (continued)			
Chicago DAILY NEWS	8	3	5
Unsigned items	3	1	2
Knight	5	2	3
Baltimore SUN	7	6	1
Unsigned items	6	6	-
Paul Ward	1	-	1
Chicago SUN AND TIMES	6	3	3
Detriot NEWS	5	2	3
St. Louis POST-DISPATCH	2	-	2
JOURNAL OF COMMERCE	2	2	
Unsigned items	1	1	-
Lisagor	1	1	-
New York JOURNAL AMERICAN	2	-	2
St. Petersburg TIMES	1	-	1

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